

**Lieutenant Governor  
Joseph E. Kernan, Director**  
INDIANA DEPARTMENT OF COMMERCE  
ONE NORTH CAPITOL, SUITE 700  
INDIANAPOLIS, INDIANA 46204  
TEL 317 232 8800  
[www.indianacommerce.com](http://www.indianacommerce.com)

**For Immediate Release:** Aug. 28, 2002

**For More Information Contact:** Jeff Harris, 317.232.2464

## **\*Media Advisory\***

### ***Indiana's "Be In a State of Progress" Commercial to Run During the World Basketball Championships***

INDIANAPOLIS — As nations from around the world compete at the World Basketball Championships in Indianapolis, the Indiana Department of Commerce will be competing for new businesses. Commerce's "Indiana – Be in a state of progress" commercial will air nationally during the 11-day tournament.

The commercial, which promotes Indiana's skilled workforce, global reach and technology, will air 11 times during the tournament. The commercial will first appear on the *TNT* television network on Thursday, Aug. 29<sup>th</sup> as the U.S. team takes on Algeria (8 p.m. game). *TNT* will also air the commercial in the quarterfinal round on Thursday, Sept. 5<sup>th</sup> (8 p.m. game). The ad will then appear during the championship game on the *NBC* television network, scheduled for 3 p.m. Sunday, Sept. 8<sup>th</sup>.

The 30-second TV advertisement features many of Indiana's economic strengths. Viewers see images of workers in the engineering, medical technology and advanced manufacturing industries, as well as a graduation scene and examples of Indiana's strong infrastructure. The commercial also shows a race car – something people all over the world identify with Indiana – and uses the line, "Whether it's formulas that save lives or formulas that win races, Indiana helps businesses move forward like never before."

The "State of Progress" commercial was launched in August of 1999 as part of a comprehensive campaign. Commerce utilizes its logo and "Be in a state of progress" tag line on all print materials, radio advertisements and collateral materials.

The Indiana Department of Commerce helps promote and assist Indiana businesses; attract competitive new industries; and build stronger, more attractive communities throughout the state. Commerce is dedicated to helping Hoosier workers become the nation's most skilled workforce; making Indiana a leader in the global marketplace; and leading the state toward responsible, sustainable development.

For more information on Commerce's marketing campaign, contact Jeff Harris, director of media relations, at 317.232.2464 or visit the Web site at [www.indianacommerce.com](http://www.indianacommerce.com).